

Grampian Pride Post-Event Report

Event Overview

Date: 30th May 2020
Venue: Aberdeen City
Headliner: Callum Geddes
Ticket Price: Free

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Purpose

The purpose of this event was to:

- Engage with the local LGBT+ community;
- Bring Aberdeen City in line with other major cities and towns across the UK by providing an LGBT+ Pride event;
- Allow the LGBT+ community and their allies to remember, embrace and rejoice in LGBT+ activities.
- Prove that Grampian is a welcoming and loving area, and that bigotry and ignorance will not be tolerated.
- Adapt during COVID-19 lockdown by providing online activities

Measures of Success

Measure	Actual
Facebook Engagements	1,000 reach
Online entertainment	An estimated 150 – 200 enjoyed entertainment through Shutdown FM

Attendance

Number of Attendees (approx.)	1,200
Number of Tickets obtained	N/A
% of Tickets unused	N/A
Average age group	N/A
Number of First Time Attendees	N/A

Key Achievements and Recommendations

1. Facebook engagements

- ✓ The whole event was taken online due to the pandemic. Whilst this was short notice to change from a physical event to online event we feel it went well overall and we engaged with over 1,000 individuals

Improvements for Grampian Pride 2021:

- If online again, more “activities for the community to get involved. Although we very much hope for a physical event again in order to bring our community together.

2. Online entertainment,

- ✓ Appeared to be well attended and chat/comments were all positive.

Improvements for Grampian Pride 2020:

- More room for activities and breakout rooms for chat and interactions

Venue

Observations and Recommendations

- N/A

3. Charity stalls: free online space for 10 local and national charities

Achievements for Grampian Pride 2020:

- ✓ Charities logged in on-time, ready to go live
- ✓ Set live time ensured smooth running of event
- ✓ Lots of engagement with the community
- ✓ Networking between charities

Improvements for Grampian Pride 2021:

- Offer shorter video slots to allow more organisations to participate

4. Children’s space

Achievements for Grampian Pride 2020:

- ✓ N/A

Improvements for Grampian Pride 2020:

- Offer more inclusive children’s spaces/activities

5. Main entertainment:

Achievements for Grampian Pride 2020:

- ✓ Sponsorship promotions published

- ✓ Main headliners ran on time

Improvements for Grampian Pride 2021:

- Bigger name headliner to attract more people
- Improve sound quality/output
- Increased engagement
- Varied music styles

6. Breakout Areas: Trans-safe space, quiet space, youth space

Achievements for Grampian Pride 2020:

- ✓ N/A

Improvements for Grampian Pride 2021:

- Offer breakout rooms for various engagements and interactions.

Program

Observations and Recommendations

- Charity engagement went well however, could have more involvement from other organisations.
- No parade in a virtual setting made it difficult for the community to feel involved.
- Lack of “headliner” reduced the number of people participating in the evening event. However, those that did attend enjoyed the evening.

Sponsors

We would like to thank all our mainline sponsors: BP, Codona’s, Shell, NESCol, University of Aberdeen, Spirit Energy, ACSHA, Unite, & Siberia

All of which were instrumental in enabling Grampian Pride to happen. All parties fully embraced the idea of a Grampian Pride and got involved in many different ways, going above and beyond mere financial support. The committee would like it recognised that although some people struggle with so-called “Corporate funding,” none of our sponsors did so for financial gain. Everyone played a huge part in putting Grampian Pride together from advertisements, additional support, involvement and some even included committee members.

It is important to Grampian Pride that any future sponsorship and involvement comes with additional means of support and engagement, both for Grampian Pride and the local LGBT+ community beyond each event.

Suggestions for next year

Based on going to physical event again, information from 2019.

Village Space: large indoor area in case of poor weather, cabaret tent, more dedicated areas/tents, bouncy castle/slide for adults, bigger games space, bigger space for sexual health screening, more stalls selling merchandise/crafts, flags for different sexualities, etc.

Food/Drink: deposit scheme for cup/bottle recycling, vegetarian/vegan options for food, non-alcoholic options for drink, healthy food.

Entertainment Options: more upbeat music, bigger name acts / celebrities, youth musical groups giving previews of upcoming productions, workshops, more on LGBT+ history.

Activities: rainbow painting, arts & crafts for adults, glitter tattoos, carnival rides/games, inflatables, giant chess, soft play area, sign-up for LGBT+ groups, balloon modelling.

Budget

Projected Income	£ 60,000
Budgeted Expenses	£ 60,000
Actual Income	£15,513.06
Actual Expenses	£11,130.34

Budget Commentary

Records began 01.07.2019 and finish on 30.6.2020 (this does not reflect any income/outgoings after this date)

This was the third Grampian Pride, so budgets were based on last year's expenses plus inflation and growth of event. However, when the event went online income and outgoings were drastically reduced

Income

- Sponsorship: £15,000
- Funding: £
- Fundraisers: £204.55
- Donations: £83.51

Outgoings

Deficit	-£5,311.39
Licences	£675.00
Site	£263.74
Entertainment	£4,140.32
Provisions	£6,039.18
Volunteers	£12.10